(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
14 July 2005 (14.07.2005)

PCT

(10) International Publication Number
WO 2005/063914 A2

(51) International Patent Classification: C09J 153/02

(21) International Application Number:
PCT/EP2004/053592

(22) International Filing Date:
17 December 2004 (17.12.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
03104998.4 31 December 2003 (31.12.2003) EP

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(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— *without international search report and to be republished upon receipt of that report*

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: LOW VISCOSITY, HOT-MELT STABLE ADHESIVE COMPOSITIONS

(57) Abstract: Low viscosity, hot-melt stable adhesive composition, comprising: a) at least one block copolymer, comprising at least two terminal poly(vinyl aromatic) blocks and at least one central block of randomly copolymerised isoprene/butadiene mixtures in an isoprene/butadiene weight ratio of from 45/55 to 55/45, having a poly(vinyl aromatic) content in the range of from 17 to 20 %, a total apparent molecular weight in the range of from 180,000 to 190,000, a content of 1,2-vinyl bonds and/or 3,4 vinyl bonds, each in a proportion of at most 15 wt% in the conjugated diene blocks, and a coupling efficiency in the range of from 63-87 %, occurring in a weight proportion of from 40 to 45 wt%, relative to the weight of the complete composition; b) an aliphatic/aromatic hydrocarbon tackifying resin, containing less than 16 % by weight of aromatic structure as determined by H-NMR, a differential scanning calorimetry (DSC) glass transition temperature (Tg) between 30 and 55°C, and a Ring and Ball softening point between 85 and 95°C, and occurring in a weight proportion of from 45 to 55 wt%, relative to the weight of the complete composition; c) a plasticizer, in a weight proportion of from 5 to 15 wt%, relative to the weight of the complete composition, and adhesive tapes and labels, comprising said composition.

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